



STROLLIN' *the Fair* WITHOUT A CARE! **2024**

JULY 31–AUG 4, 2024 SUNNYVIEW EXPO CENTER

Winnebago County Fair Sponsorship Levels

Sponsorships can be accepted in the form of discounts, in-kind or product donations as well as monetary gifts. **We are also in need of VOLUNTEERS - please contact us to arrange a sponsorship in exchange for employees' VOLUNTEER HOURS with the Fair between July 23 and August 6.** Sponsors may choose to be a General Sponsor (donation is applied to overall Fair expenses to help keep ticket prices low) or they may direct their donation to a specific area of the Fair (music, family entertainment, Veterans, youth, agriculture education, etc). Recognition level is based on monetary value of the sponsorship. All sponsorship packages can be customized or combined to meet your organization's sponsorship goals.

Gate Sponsors \$5,000 and up

In Addition to Gold Level Recognition, Gate Sponsors receive:

- Flags or Banners at Main Entrance and/or Gate
- "Meet & greet" opportunities at Main Gate (or other requested location)
- Mention in Radio Ads on Duke and Jack FM in July/August
- Logo placement on social media ads produced by HZL Photography (Facebook & Instagram)
- Logo placement on ½ page and larger newspaper/publication ads run in July/August.

Gold Level \$1,000 - \$5,000

Gold Sponsor Recognition includes:

- Logo Placement on Fair Posters, T-shirts, Event Website and Daily Schedules (brochures).
- Social media (Facebook & Instagram) recognition in June-August.
- Name listed on newspaper/publication ads run in July/August
- Logo Placement on Sponsor yard signs posted throughout grounds during Fair
- Optional: Booth Space (10'x10') and/or banner placement in grandstand (sponsor provides booth display and/or banner. Booths can be staffed or display only).

Bronze and Silver sponsors are typically special fund-raising campaigns for one-time purchases or to support special activities during the Fair. Sponsors for these campaigns are recognized on corresponding materials or promotions (i.e. ticket sponsors=logo on tickets, signage=logo on sign, etc.)

Silver Level \$350 - \$1,000

- Banner Placement in Grandstand \$500 (you provide banner), \$600 (WCFA provides banner).
- Barn/Exhibitor Building Signage \$500 per sign, with a 2 year display guarantee. We are currently looking for sponsors for Youth Exhibit Hall Signage (non-animal projects).
- Partner with us to sponsor a Theme Day at Fair (Seniors' Day, Veterans' Day, etc).
- Activity Station & Agriculture Education Sponsors help cover the costs of providing free educational or make & take activities at the County Fair on topics such as agriculture, trades, STEM or the arts.
- **NEW in 2024:** Sponsor a **SWAG GIVEAWAY** in the Grandstand! Pick one of our swag items, set a budget and we'll add your logo to the SWAG for your designated night.

Family Entertainment | Rodeo | Tractor Pull | Demo Derby | Carnival Rides | Food | Youth Exhibits | Animals | Live Music

WINNEBAGO COUNTY FAIR ASSOCIATION (WCFA) ☎ 920.685.3013 ✉ 2892 Ruschfield Dr Oshkosh, WI 54904

✉ Winnebagoountyfair@gmail.com 🌐 winnebagoountyfaironline.com 📍 500 E Cty Rd Y, Oshkosh WI

WCFA OFFICERS President *Mike Domke* Vice President *Matt Neuman* Treasurer *Jody Bezio* Secretary *Ryan Overton* Officer At Large *Ryan Krueger*



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Bronze Level Up to \$350

- Trophy Sponsors (animals) \$30/each: includes trophy, ribbons for class and judge fees
- Best of Show Rosettes (non-animal) \$30/each: includes 3+ rosettes, placing ribbons & judge fees
- Small Fry Contest (Youth 4-8 years old get an experience showing a calf on Sunday of the Fair)
- Farmer for a Day (youth mentorship program - sponsorship covers admission for participants)
- Donut Breakfast for Exhibitors - Provide a breakfast treat on judging days for our Youth Exhibitors
- **New in 2024:** Kiddie Tractor Pull: Help provide trophies, awards or supplies for this fun tradition!

Fundraising Opportunities

The County Fair also provides fundraising opportunities for non-profit groups:

- Food Stand, Grandstand Concessions or Vendor Booth discounts available for YOUTH organizations.. Priority is given to those organizations that have youth participating as exhibitors in the Junior Fair.
- Bartenders for our three concession locations. The bartending group receives a percentage of total sales at their location during their scheduled bartending time.
- Parking Lot Staff (direct traffic only - no money collection in parking lot). We will make a donation to your organization - predetermined rate based on your availability.
- **NEW in 2024:** We're seeking groups interested in doing 1 day breakfasts for a few hours in the morning. Want to bring your pancake breakfast to the County Fair? Let's get our breakfast on together!

Company Picnic

Looking for a fun outing for your team? Consider bringing your company to spend a day at the County Fair!

To set up a sponsorship or fundraising opportunity for your business, please call, email or reach out to us on Facebook. We look forward to talking to you about partnering with the Fair. Thank you for your support!

The Winnebago County Fair Association (WCFA) is a 501(c)(3) non-profit organization
WCFA annual report available upon request.

The following activities are NOT run by the WCFA

Please contact these organizations directly for additional sponsor opportunities:

- **Meat Animal Auction** • Winnebago County Meat Animal Board • <https://www.wcmab.com/>
- **Dairy Horizon Show & Formal** • Winnebago County Holstein Association
<https://www.facebook.com/Winnebago-County-Dairy-Kids-100913822052700/>
- **Winnebago County 4-H** • Ice Cream Dipper & Basket Raffle
<https://winnebago.extension.wisc.edu/4h/leaders/fundraising/>
- **Winnebago County Farm Bureau Food Stand** • <https://www.facebook.com/WinnebagoCountyFarmBureau>

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